



ZULTYS TAPPED BY CROSSROADS FOUNDATION AS CORE COMMUNICATIONS SOLUTION FOR DEVELOPMENT EFFORTS

- Zultys Unified Communications Connects Global Aid Offices-

SUNNYVALE, CA, 12 April, 2009 – Zultys, the premier developer and manufacturer of pure SIP-based Unified Communication solutions for businesses and enterprises, today announced that the Crossroads Foundation has chosen Zultys as its core communications solutions provider. The Crossroads Foundation, headquartered in Hong Kong, deployed a Zultys Unified Communications solution to connect their staff in multiple development offices around the world through voice, email, fax and collaborative presence tools. The Crossroads Foundation is also using Zultys to create virtual face-to-face interactions between organizations on the ground in places of dire need and the private, corporate and institutional sponsors with the resources and willingness to assist them.

Crossroads Foundation has offices in Hong Kong, the UK, Australia and Kazakhstan, and manages development and aid programs in over 60 countries. It demanded communications solutions that provide the same degree of reliability and responsiveness to their global network of partners, sponsors and satellite offices, as they do within the twenty three buildings on their fourteen-acre Hong Kong campus. Further, the system had to be easy to use and maintain given that Crossroads' staffing is augmented by hundreds of community volunteers each week.

"Zultys' solution, with its built-in networking and remote worker support, 'answered the call,' and we're harnessing VoIP and Unified Communications to make the whole world seem a lot smaller. It really helps to connect us and see the work we do as a joint effort between people, allowing us to collaborate as if we're working from the same conference room," said Malcolm Begbie, Crossroads Foundation CEO. "We've also seen some real cost-savings and productivity gains. The Zultys solution has saved us tens of thousands of dollars in calling costs, and dramatically reduced the technical manpower required to deploy or modify handsets, phone numbers and users. With our previous system this was all but impossible.

It is now effortless – even across offices in different countries. This is particularly important in an organization run by volunteers where staff are regularly changing.”

The Crossroads Foundation has also added a critical new arm of their work called ‘Global Village’ which brings insight into global issues such as AIDS, blindness, refugees and poverty through “Life Experience” activities. Since 2005 teams have taken the ‘X-periences’ to Japan, China, Bali, Singapore, Vietnam and, in January, this year, to Davos, Switzerland, during the World Economic Forum. Crossroads partnered there with the United Nations and saw participants include Ban Ki-moon, Sir Richard Branson, CEOs of Nike, Gucci, Manpower and a host of other companies.

“We were very excited to see the impact Zultys Unified Communications solutions have been having on Crossroad’s many efforts – from coordinating a United Nations refugee awareness campaign, to the management of effective responses to the 2008 Sichuan earthquake,” said Steve Morrison, VP of Product Management and Marketing of Zultys. “Effective communications solutions that combine a range of options, such as IM, presence, voice, text, email, fax and web-conferencing, multiply the scarce resources of any organization. And in some cases, we’ve seen how they can be the difference between life and death. There’s nothing more rewarding than knowing your solution, your company, is helping other people when it matters the most.”

Zultys continues to innovate and provide capabilities and solutions that help make human communication at a distance richer and more meaningful.

These solutions are available now. Visit us at www.zultys.com

About Crossroads Foundation

Crossroads Foundation is a Hong Kong based, non-profit organization serving global need. We believe that, in a broken world that sees too much suffering; we should do all we can to link those who are in need with those who can provide help. So we provide an intersection, literally a crossroads, to bring both together. We offer four global crossroads services:

- Global Distribution: This distributes Hong Kong's quality excess goods as needed, internationally and locally. It provides a crossroads between need and supply.
- Global Village: This offers simulated X-periences of global need. It provides a *crossroads* between the lifestyles of the rich and poor.

- Global Handicrafts: This sells fair trade goods from people in poverty. It is a *crossroads* between those needing a fair income and those with buying power.
- Global Hand: This provides a 'matching' website for public- private partnerships. It is a *crossroads* between for-profit and non-profit organizations who wish to address global need.

Please visit www.crossroads.org.hk for additional information.

About Zultys Inc.

Based on open standards, Zultys Inc., a Silicon Valley company founded in 2001, manufactures a family of feature-rich Phone Systems that scale gracefully to 10,000 users. Our cross-OS (MAC, Windows, Linux) interface integrates features such as softphone, Find me Follow me, Presence, Secure Chat, Tele-worker support, IVR, ACD, Call Record, Fax Origination/Termination and much more. Not only is our solution cost effective, but it also provides the highest energy efficiency. Zultys' distributed architecture also helps companies maintain high availability, while being simple to install and manage, and allowing them to cost-effectively grow their system to meet company needs.

For more information, visit us at www.zultys.com.

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